

New-car sales improve first time in 10 months

By Jenny L. King

Staff Writer

New-car sales for the first month of 1980 pushed ahead of the year-ago total by 2.89-percent, reaching 805,378 compared with 782,774. Behind the scenes were dramatic sales peaks and valleys, with the overall gain

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due to very strong import sales and good results at General Motors.

It was the first time in 10 months — since March, 1979 — that year-to-year combined U. S. and import sales were up. It was the first time imports accounted for 27 percent of the new-car market. It was the first time GM captured 64.8 percent of the domestic market.

U. S.-built new cars accounted for 587,739 units, down 8.81 percent from 644,536 in January, 1979.

GM sales of 380,848 were down 0.39 percent from 382,350, while Ford sales dropped 24.77 percent and Chrysler's plunged 26.11 percent. Ford sales totaled 127,000 compared with 168,807 a year ago. Chrysler reported sales of 54,355, compared with 73,561.

American Motors and Volkswagen of America boasted January sales increases. VW's Rabbit sales of 13,632 were up 15.85 percent from 11,767 last January. AMC sold 11,904 new cars for an increase of 47.86 percent over 8,051.

- The tremendous surge in imported-car sales startled even the import companies.

The January total of 217,639 was up 57.44 percent from 138,238 in last year's opening month

and 53.92 percent over the former record for the month of 141,400, set in 1978.

The leading Japanese makes led the surge, as Toyota, Datsun, Honda, Mazda and Subaru all set records for the month. The German BMW and Mercedes-Benz also posted records.

Toyota, Datsun and Mazda sales were more than double those of January last year, and Subaru was up more than 50 percent.

Toyota and Datsun spokesmen said the sales binge had left their U. S. inventories depleted and said that level of sales cannot continue.

The reason they gave for the unusually strong sales was the continuing rise in fuel prices, with no end to the spiral in sight.

Some observers believe that an inflation psychology also contributed to the strong sales in January—both domestic and import—as consumers become convinced that goods, such as cars, will hold their value better than money.

Such a belief, combined with federal tax incentives for going

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Where auto market was in January

	Total Sales	Pct. of Total
SUBCOMPACT	115,842	14.38
COMPACT	158,494	19.68
INTERMEDIATE	170,208	21.13
STANDARD	101,775	12.65
LUXURY	41,420	5.14
IMPORT	217,639	27.02
TOTAL	805,378	100.00

Honda Prelude top new entry

Toyota Corolla leads import sales-by-model

By Richard A. Wright
Assistant Managing Editor

The Toyota Corolla tightened its grip last year on the title of top-selling import model in the U.S., an AUTOMOTIVE NEWS survey of imported-car sales by model shows.

Of Toyota's record-smashing 507,816 sales in 1979, 274,934 were Corollas. The next biggest selling model was Datsun's 210, of which 216,812 were sold in 1979.

Total imported-car sales in 1979, including Rolls-Royce and Ferrari, which do not report monthly, were 2,327,932, up 16.48 percent from 1,998,547 in 1978.

Of new import models introduced during 1979, the biggest seller was Honda's Prelude. Honda dealers retailed 39,831 Preludes in that model's first year.

Next biggest selling new entry was the Mazda 626, with sales of 28,684 in its first year on the U.S. market.

Fiat's Strada, introduced during 1979, sold 12,285 for the year to come close to being Fiat's biggest seller. It trailed the Spider 2000, which led Fiat models with sales of 14,572, and Brava, with sales of 14,291.

Datsun introduced its 310 very

late in 1978—it sold 785 units that year—but it has a strong claim as the most successful new model of 1979, when it sold 75,466. If one does not count it as new in '79, it certainly was the model with the greatest sales improvement.

Honda's Accord edged Civic as its top selling model, with 157,919 deliveries in 1979, compared with Civic's 155,541.

The growing popularity of diesel engines was reflected in Mercedes-Benz sales. Of Mercedes-Benz' record, 52,820 sales total for the year, 35,820, or 67.82 percent, were diesels. In 1978, diesels accounted for 52.68 percent of Mercedes-Benz sales.

At Peugeot, an even greater percentage of its 11,795 sales were diesels. Peugeot sold 8,649 diesel units in 1979, which was 73.33 percent of its total, compared with 59.87 percent diesels in 1978.

Volkswagen sold 47,996 imported diesel Rabbits and 10,412 diesel Dashers during the year, which was 46.66 percent of its import total of 125,190 sales.

VW of America sold 27,597 U.S.-built Rabbit diesels and 139,242 U.S.-built gasoline Rabbits in 1979. Total VW sales, im-

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New imported-car sales by model year

	1978	1979		1978	1979		1978	1979
Alfa Romeo	4,011	6,237	Lancia	1,602	2,811	Rolls-Royce	1,002	1,109
Arrow	48,860	28,296	Beta Sedan	339	741	Saab	15,142	15,662
Audi	42,709	40,882	Beta Coupe	765	1,175		2,818	3,816
Fox	6,151	19,584	HPE	228	762	900 GLI	2,440	4,227
4000	8,282	—	Zagato	263	—	900 EMS	2,098	2,878
5000	26,076	20,761	Scorpion	7	133	900 GLE	3,295	2,405
5000 diesel	2,200	—	Mazda	156,535	75,309	900 Turbo	4,328	2,080
100 LS	—	537	GLC	72,601	52,877	Tourist	163	254
BMW	34,520	31,439	626	28,684	—	Sapporo	12,322	12,777
320i	23,604	22,164	RX-7	54,853	19,359	Subaru	127,871	103,274
528	6,878	6,618	Others	397	3,073			
633csi	838	992	Mercedes-Benz	52,820	46,695	Toyota	507,816	441,800
733	3,197	1,632	240-D	11,066	7,348	Corolla	274,934	212,757
Others	3	33	300-D	8,846	10,694	Celica	172,815	167,366
Capri	—	4,079	300-CD	2,203	2,261	Corona	36,570	34,823
Challenger	14,166	17,649	300-TD	2,450	—	Cressida	11,910	12,484
Cult	62,705	44,570	300-SD	11,067	4,299	Land Cruiser	5,716	8,858
Datsun	472,252	338,096	230	138	593	Misc. Hawaii	5,871	5,512
210	216,812	133,771	280-E	1,577	1,907	Triumph	12,730	16,447
F-10	5,744	27,132	280-CE	1,118	1,404	TR-7	4,386	6,216
310	75,466	785	280-SE	1,080	3,335	Spitfire	8,344	10,231
510	53,949	57,826	450-SE	2	11			
810	12,116	21,351	450-SEL	4,162	5,568	Volkswagen*	125,190	216,263
200-SX	30,214	28,037	6.9	576	457	Beetle conv.	10,681	9,932
2X	71,983	64,459	450-SL	6,610	6,900	Rabbit conv.	42	—
Misc. Hawaii	5,968	4,735	450-SLC	1,922	1,897	Rabbit diesel*	47,996	44,594
Ferrari	679	617	Others	3	1	Rabbit gasoline*	—	81,559
Fiat	58,934	60,435	MG	26,005	26,656	Type II bus	15,990	23,302
128	8,439	13,798	MG-B	16,860	17,271	Dasher gasoline	14,055	28,531
Strada	12,285	—	Midjet	9,165	9,385	Dasher diesel	10,412	208
X/1-9	9,347	10,817	Opel	13,815	19,202	Scirocco	26,014	28,137
Spider 2000	14,572	15,417	Peugeot	11,795	9,265	Rabbit gasoline	139,242	23,017
Brava	14,291	20,403	604	1,068	1,794	Rabbit diesel	27,597	—
Fiesta	78,109	76,145	504	1,951	1,720			
Honda	353,291	274,876	504 Diesel	8,649	5,547	Volvo	56,602	50,880
Accord	157,919	120,841	Tourist	107	204	242	14,641	12,895
Civic	155,541	154,035	Porsche	13,818	17,018	244	15,689	13,612
Prelude	39,831	—	924	7,710	10,433	245	12,702	11,859
Jaguar	3,749	4,628	924 Turbo	635	—	262-C	1,361	867
XJ-6	2,512	2,657	928	1,554	1,535	264	9,479	8,621
XJ-12	542	921	930 Turbo	3,267	4,484	265	2,155	3,323
XJ-S	695	1,050	Renault	652	566	Tourist	575	703
				18,862	15,387	TOTAL IMPORTS	2,327,932	1,998,547

*Does not include U.S.-built



After 25 years

Frederic W. Schermerhorn, left, dealer-operator, Colonial Chevrolet Co., Wilmington, Del., receives an anniversary plaque celebrating his 25 years with Chevrolet from L. W. Melton Jr., Philadelphia zone manager.

Bank gives away cars to entice deposits

What? No toasters or goblets?

By Edward Lapham
Financial Editor

The First National Bank of Keystone (West Virginia) is giving away cars. Well, sorta.

As part of a promotion to increase its sales of certificates of deposit (CDs), the bank has arranged a deal with two local car dealers whereby the CD purchaser receives a new car at the time he purchases the CD, as an effective interest pre-payment.

J. Knox McConnell, bank president, said the program has been very effective and he hopes to make 500 deals by the April 15 expiration date.

"That's not bad for a town with just 800 people," McConnell said. "Our original target was 150 deals, but we'll pass that by next week. We did 51 deals the first two weeks."

There are two basic plans, both of which involve the nearby Ford and Chevrolet-Oldsmobile-Cadillac dealers. The first plan is for eight years at an effective interest rate of 7.75 percent. There is a range of premiums, from a choice of a Pinto Pony or a Chevette for \$6,000 right up to a Seville or Lincoln for \$20,000. The other plan is for six years at 7.5 percent with the premium range from a Pinto or Citation for \$10,000 up to the Seville/Lincoln choice for \$30,000.

Ron Halcomb, Ron Halcomb, Inc. (Chevrolet-Oldsmobile-Cadillac), in nearby Northfork, said the promotion has been good for him because it's helping him move cars.

"It's really worked out for us," he said. "I've delivered a

variety of units from Chevettes to Cadillacs."

Halcomb said he's had a lot of additional inquiries, including some made directly to him at home. He, too, believes the campaign will be successful.

Although Halcomb uses GM-AC for his wholesale and retail financing and the Ford dealer uses Ford Credit, McConnell said he is anxious to help.

"I'll never forget the car dealers," he said. "I've been in this business a long time and car dealers are a very important part of commercial banking."

The dealers sell the cars to the bank at only slightly over invoice, and since the stipulated premium cars are base models, Halcomb said he is making additional money by selling the customers options. "It's no trick,

though," he said. "I don't carry any base models, but if the customer wants one, he can order it."

McConnell said his bank, which writes only direct auto retail paper, has about \$3 million in auto loans outstanding.

"We felt that the community, including the dealers and the bank, needed a shot in the arm," McConnell said, "and this sure seems to be working."

• McConnell said his bank is currently tied as second largest bank in the county after having been the fifth and smallest two years ago.

He also said he has heard from bankers at the other four banks in the county, some of whom believe his program is not proper for a bank.

Although the "free" car represents prepayment of the CD's interest which would normally be paid periodically until maturation, the IRS told McConnell that customers who take advantage of his offer will have to report the fair market value of the car as income for 1980.

But McConnell still thinks it's a good deal because the purchaser gets to enjoy the purchasing power of the interest in uninflated dollars before it actually has been earned. Naturally, the principle (face value of the CD) is returned upon maturation.

There is a penalty for early withdrawal.



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1980 Chevrolet	\$8,000	7.75%	8 Years	\$8,000	1988
1980 Oldsmobile	\$12,000	7.75%	8 Years	\$12,000	1988
1980 Cadillac	\$20,000	7.75%	8 Years	\$20,000	1988

Come Into Our Bank—Where We Have Qualified Personnel To Help Explain This FANTASTIC DEAL.

THE FIRST NATIONAL BANK OF KEYSTONE

Free cars with CDs

The First National Bank of Keystone (West Virginia) is giving away cars as interest on the purchase of certificates of deposit (CDs). The program is being offered until April 15 and is being done in cooperation with the local Ford and Chevrolet-Oldsmobile-Cadillac dealers.

Toyota Corolla top import model

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port and U.S.-built, came to 292,029, of which 86,005, or 29.45 percent, were diesels.

Rounding out the diesel entries was Audi, which sold 2,200 of its 5000 diesel models, or 5.15 of its total sales of 42,709.

Sales of all diesel-powered imported cars in 1979 totaled 105,077, which was 4.51 percent of all import sales. In 1978, diesel sales totaled 74,950, or 3.75 percent of total import sales.

Sales of turbocharged imports in 1979 totaled 8,065, about triple the preceding year's 2,646. Turbo sales in 1979 were: Saab, 900 Turbo, 4,328; Mercedes 300-TD, 2,450; Porsche 930 Turbo, 652, and Porsche 924 Turbo, 635.

31.9 cents a mile for '79 compacts, firm says

Hertz charts car owner's cost

NEW YORK.—Costs to own and operate 1979 domestic cars varied as much as 17 cents a mile among 20 large U. S. cities last year.

According to a survey conducted by Hertz Corp., the cost ranged from 44.2 cents a mile for compact cars in Los Angeles to 27.2 cents a mile in Cincinnati.

The Los Angeles figure is 38 percent, or 12.3 cents, above an estimated 31.9 cents a mile 1979 compact car ownership and operating cost average for the country as a whole, Hertz reported.

The new geographic breakout of auto costs ranks New York as the second most expensive city in which to drive, with compact-car operation there

totaling 43.9 cents a mile last year.

Denver was third at 38.8 cents a mile, San Francisco fourth at 36.9 cents and Minneapolis fifth with 34.4 cents, the survey found.

All figures are for cars purchased new, driven 10,000 miles annually and kept three years.

Hertz has reported national average auto ownership and operating expense estimates since 1973, but the new survey is the first breakout of city-by-city cost variations.

Cost rank of other cities surveyed included: Seattle, 34 cents; Houston, 33.7 cents; Miami, 33.2 cents; Chicago, 33 cents; Milwaukee, 33 cents; Washington, D.C., 32.6 cents; Pittsburgh, 32 cents; Boston, 32

cents; Dallas and Atlanta, 31.3 cents; St. Louis, 31 cents; San Diego, 30.8 cents; Cleveland, 29.4 cents, and Detroit, 29.2 cents.

The study showed the 20-city average for subcompacts came to 31.7 cents a mile, for compacts 33.6 cents. Small mid-range models were 38.4 cents, intermediates 40.0 cents and full-size units 45.5 cents.

These major-city averages compare with previously reported country-wide averages of 30.1 cents for subcompacts, 31.9 cents for compacts, 36.5 cents for small mid-range units, 38 cents for intermediates and 43.3 cents for full-size vehicles.

Hertz said its expense estimates include costs for gasoline, oil and other service sta-

City-by-city estimates of cost of driving

City	Sub-Compact	Compact	Small Mid-Size	Intermediate	Full-Size
Atlanta	29.47c	31.27c	35.70c	37.18c	42.38c
Boston	30.13	31.97	36.50	38.02	43.33
Chicago	31.14	33.04	37.73	39.29	44.78
Cincinnati	25.67	27.24	31.10	32.39	36.92
Cleveland	27.74	29.44	33.62	35.01	39.90
Dallas	29.53	31.34	35.78	37.27	42.48
Denver	36.53	38.77	44.27	46.10	52.55
Detroit	27.52	29.20	33.34	34.72	39.58
District of Columbia	30.68	32.55	37.17	38.71	44.12
Houston	31.73	33.67	38.45	40.04	45.63
Los Angeles	41.65	44.20	50.47	52.55	59.91
Miami	31.34	33.26	37.98	39.55	45.08
Milwaukee	31.07	32.97	37.65	39.20	44.68
Minneapolis	32.45	34.43	39.31	40.94	46.66
New York City	41.38	43.91	50.14	52.21	59.51
Pittsburgh	30.19	32.04	36.58	38.10	43.43
St. Louis	29.17	30.95	35.34	36.80	41.95
San Diego	29.04	30.82	35.19	36.65	41.77
San Francisco	34.79	36.92	42.16	43.90	50.04
Seattle	32.01	33.97	38.79	40.39	46.04
20-CITY AVERAGE	31.66	33.60	38.36	39.95	45.54
NATIONAL AVERAGE	30.10	31.94	36.47	37.98	43.29

tion items, maintenance, parts and repairs, licenses, fees, insurance and loan interest, plus

depreciation—the difference between a vehicle's purchase price and its anticipated resale value.

The figures do not include parking or tolls, which can vary so substantially even within the same city that they cannot be calculated realistically. Other cost estimates assume "mid-city" prices, and Hertz said suburban costs can be substantially lower.

Loss payment summary

Model Year	Body Style	Total Exposure (Insured Vehicle Years)	Relative Claim Frequency	Relative Average Loss Pymt. Per Claim	Relative Average Loss Pymt. Per Insured Vehicle Year
1978	Regular 2-Door Models	54,969	97	90	87
1980	X-Body 2-Door Models	9,393	88	89	78
1979	Regular 4-Door Models	17,016	79	92	73
1980	X-Body 4-Door Models	9,944	74	97	72
1978	All Reg. 2 & 4-Door Models	71,985	93	90	84
1980	All X-Body Models	19,337	80	92	74

X-car collision loss called lower than others

WASHINGTON. — Initial collision-coverage reports on General Motors X-body cars indicate that they are faring somewhat better than other compacts, according to the Highway Loss Data Institute.

The institute compared results

for the X-cars with 1979 model AMC Concord, Buick Century/Regal, Chevrolet Malibu, Ford Fairmont and Granada, Mercury Zephyr and Monarch, Oldsmobile Cutlass, Pontiac LeMans and Grand Am and the two-door Dodge Aspen and Plymouth Volare.

Nine insurers supplied data from collision coverage and loss experience for the period May 1-Sept. 30, 1979. Only those 1979 cars insured after April 15, 1979, were used to compute 1979 results for the comparison.

In the accompanying table, a figure of 100 represents the overall result for all 1979 models.

In a comparison of the biggest-selling individual makes and series, the Chevrolet Citation ranked second among the five regular two-door compacts. Ford Fairmont was first, with a relative average loss payment per insured vehicle year of 78. Citation was second with 83, followed by Oldsmobile Cutlass, 88; Buick Century/Regal, 97, and Chevrolet Malibu, 101.

Citation ranked first among the three regular four-door compact models having more than 3,000 insured vehicle years of exposure. The Citation had a relative average loss payment per insured vehicle year of 75, followed by Chevrolet Malibu and Ford Fairmont, both at 79.

November registrations top 166,000

Imports crack record eighth time in the year

By Richard A. Wright
Assistant Managing Editor

For the eighth time in the year and for the second month in a row, registrations of new imported cars in November set a monthly record, according to figures compiled by R. L. Polk & Co.

Registrations of new imports in November totaled 166,960, up 19.30 percent from the previous record of 139,945 set a year earlier.

Import penetration of total U. S. registrations was 23.03 percent in November, up from 16.95 percent a year earlier.

For the first 11 months, total

import registrations were 2,142,594, up 19.85 percent from 1,787,721 in the first 11 months of 1978. And with a month to go, the 11-month total had already exceeded the full-year record of 1,967,759, set in 1977.

Imports accounted for 22.55 percent of U. S. new-car registrations during the first 11 months, up from 17.88 percent in 1978.

• In November, Datsun deposed Toyota as the top import make in registrations and was one of only three nameplates among the top 10 to increase its share of the import market compared

IMPORT REGISTRATION SHARES IN U. S.

NOVEMBER						11 MONTHS					
	Regis. Nov. 1979	Market Percent Share of	Regis. Nov. 1978	Percent Share of Market	Pct. Pt. Change 79 vs. 78		Regis. 11 mos. 1979	Percent Share of Market	Regis. 11 mos. 1978	Percent Share of Market	Pct. Pt. Change 79 vs. 78
Datsun	35,967	21.54	23,073	16.49	+ 5.05	Toyota	423,790	19.78	399,985	22.37	- 2.59
Toyota	32,600	19.52	27,967	19.98	- 0.46	Datsun	401,555	18.74	311,475	17.42	+ 1.32
Honda	23,343	13.98	15,539	11.10	+ 2.88	Honda	307,190	14.34	238,232	13.33	+ 1.01
Volkswagen	19,850	11.89	18,950	13.54	- 1.65	Volkswagen	265,527	12.39	215,904	12.08	+ 0.31
Mazda	12,973	7.77	6,923	4.95	+ 2.82	Mazda	130,367	6.09	63,465	3.55	+ 2.54
Subaru	6,354	3.81	6,462	4.62	- 0.81	Subaru	88,538	4.13	71,737	4.01	+ 0.12
Fiesta	5,070	3.04	5,126	3.66	- 0.62	Fiesta	71,005	3.31	70,519	3.95	- 0.64
Mercedes	3,635	2.18	3,921	2.80	- 0.62	Colt	56,049	2.62	41,471	2.32	+ 0.30
Colt	3,379	2.02	3,963	2.83	- 0.81	Fiat	54,204	2.53	53,094	2.97	- 0.44
Volvo	3,370	2.02	3,874	2.77	- 0.75	Volvo	49,497	2.31	43,959	2.46	- 0.15
Fiat						All Others	294,872	13.76	277,880	15.54	- 1.78
All Others	20,419	12.23	24,147	17.26	- 5.03						
TOTAL	166,960		139,945			TOTAL	2,142,594		1,787,721		
Share of U. S. Total		23.03		16.95	+ 4.67	Share of U. S. Total		22.55		17.88	+ 4.67

Registrations not available for Oklahoma, delayed for Hawaii.

with a year earlier.

Datsun was the biggest gainer, boosting its import market share by fully 5.05 percentage points

to 21.54 percent. Honda gained 2.88 points to 13.98 percent and Mazda was up 2.82 points to 7.77 percent.

Biggest loss in November from a year earlier among the top 10 was suffered by Volkswagen, which took 11.89 percent of import registrations, down 1.65 percentage points.

Others losing in market share were Toyota, down 0.46 of a point to 19.52 percent; Subaru, off 0.81 of a point to 3.81 percent; Fiesta, down 0.62 of a point to 3.04 percent; Mercedes, also down 0.62 of a point to 2.18 percent, and Volvo, off 0.81 of a point to 2.02 percent.

The top 10 imports accounted for 87.77 percent of November import registrations, compared with 82.74 percent a year earlier. Year to date through November, the top 10 accounted for 86.24 percent of the total, compared with 84.46 percent in 1978.

• Japan continued to increase its hegemony in the U. S. import market, accounting for 71.19 percent of import registrations in November, up from 64.57 percent a year earlier and up from 70.36 from the preceding month.

Registrations in November by country of origin, with year-earlier figures in parentheses, were: Japan, 1,118,852 (90,358); West Germany, 35,432 (35,190); Sweden, 4,597 (5,041); Italy, 3,485 (4,606); United Kingdom, 2,499 (2,973); and France, 2,095 (1,777).

Registrations by country of origin for the first 11 months of 1979, with year-earlier figures in parentheses, were: Japan, 1,488,022 (1,195,262); West Germany, 464,313 (408,894); Sweden, 63,452 (57,005); Italy, 59,827 (60,780); UK, 40,111 (45,048); France, 26,868 (20,726), and others, 1 (6).

• Registrations of imported light trucks in November totaled 36,630, up 10.92 percent from 33,023 a year earlier.

Registrations of imported light trucks in November, with year-earlier figures in parentheses, were: Toyota, 10,101 (10,025); Datsun, 8,361 (8,798); LUV, 7,069 (6,363); Courier, 5,235 (5,091), and others, 5,864 (2,746).

The light-truck import total for the first 11 months was 439,249, up 41.93 percent from 309,488 the preceding year.

Registrations of imported light trucks in the first 11 months of 1979, with year-earlier figures in parentheses, were: Toyota, 117,941 (86,473); Datsun, 90,573 (80,425); LUV, 88,659 (54,317); Courier, 68,985 (61,710), and others, 73,091 (26,563).

Factories list auction dates

American Motors

Feb. 13—Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

Feb. 14—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Feb. 19—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Ohio Auto Auction, Grove City, O.; Colorado Auto Auction, 6955 E. 50th Ave., Denver.

Feb. 21—166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Feb. 22—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Concord Auto Auction, Hosmer St., Acton, Mass.

Feb. 27—Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

Feb. 28—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

AMC sales are open to all dealers.

Chrysler Corp.

Feb. 11—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Feb. 12—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Feb. 13—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Feb. 14—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Birmingham Recon Center, 101 Miles Pkwy., Pell City, Ala.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb. 15—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Feb. 18—Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 Beck St., Baton Rouge, La.

Feb. 19—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W.

MacArthur Blvd., Santa Ana, Calif.

Feb. 20—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Feb. 21—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

Feb. 22—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

Feb. 25—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Feb. 26—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Met-

ro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Feb. 27—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Feb. 28—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb. 29—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

Feb. 12—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Feb. 13—Harrisonburg Auto Auction, I-81 Exit 52, Harrisonburg, Va.; Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

Used car sales Auction averages

February to date	\$3,185
Month ago	\$3,199
Year ago	\$3,332

Model breakdown Auction averages

	February to Date	Jan.	Dec.
1980	\$6,330	\$6,187	
1979	4,957	5,414	\$5,608
1978	3,859	3,591	3,741
1977	2,890	2,730	3,043
1976	2,245	2,233	2,297
1975	1,830	1,802	1,828
1974	1,360	1,456	1,409
1973	1,046	1,138	1,120
Overall Average	\$3,165	\$3,175	\$3,262

used-car auction directory

Display Rates: \$48.00 per column inch (minimum space, 1 inch on 1 column.) Listing Rates: (maximum: Four lines of type - 1 time,

\$12; 13-times, \$10.50; 26-times, \$9.00; 52-times, \$8.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News,

965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

Continued on Page 174, Col. 1

First rise in 10 months: imports' share at record 27 pct.

New-car sales gain in January

Continued from Page 2

into debt and tax penalties for saving money, may be bringing out buyers who figure the price of cars is going to continue to rise.

And the rising cost of gasoline, of course, favors those makes with a reputation for good mileage—mainly the imports.

Import penetration of the U. S. market in January was 27.02 percent, highest level for any month in history. It came in the midst of charges from U. S. businessmen of dumping by the Japanese auto makers.

• By keeping pace with last year's January sales in an otherwise declining domestic market, GM earned a (monthly) record 64.80 percent. During the Jan. 21-31 period, GM sales accounted for a staggering 67.41 percent, surpassing the former record of 63.85 percent set March 11-20, 1978. A year ago GM earned 59.32 percent of the January domestic market.

Ford's share dipped to 21.61 percent from 26.19 percent. Chrysler sales accounted for 9.25 percent of the market, down from 11.41 percent. VWoA earned 2.32 percent, up from 1.83 percent, and AMC cornered 2.02 percent, up from 1.25 percent.

Only five of the 13 domestic makes reported sales gains in January. AMC was up 47.86 percent; VWoA was up 15.85 percent; Buick was up 6.83 percent to a record 60.132 from the former record, 56.290; Chevrolet was up 0.49 percent to 163.993 from 163.198, and Pontiac was

up 1.25 percent, to 58,772 from 58,045.

With 26 selling days both this year and last, the daily selling rate of 22,605 was down 8.81 percent from 24,790.

The total new-car industry selling rate for January was 11.5 million.

Imports accounted for the largest segment of the market class, with their record 27.02 percent. U. S. subcompacts were 14.38

percent, subcompacts were 19.68 percent, intermediates were 21.13 percent, standards were 12.65 percent and luxury models were 5.14 percent.

Domestic third-period sales were up 11.73 percent, to 280,309 from 250,873 last year. There were 10 selling days this year compared with nine in 1979. It was the first increase for a 10-day period since mid-September, 1979.

DOMESTIC CAR SALES

	Jan. 21 to Jan. 31, 1980	Same Period, 1979	January, 1980	Same Month, 1979
Spirit/Gremlin			4,289	2,418
Concord/Hornet			4,192	4,928
Pacer			374	705
Eagle			3,049	
AMERICAN MOTORS*	7,000†	3,100†	11,904	8,051
Horizon	5,987	5,798	12,537	12,449
Volare	2,698	4,241	6,528	10,370
Voyager		317		705
Fury		225		562
Plymouth	174		498	
Total Plymouth	8,859	10,581	19,563	24,086
LeBaron	2,618	3,401	4,884	8,246
Cordoba	1,931	2,162	5,071	5,354
Chrysler	1,447	3,058	3,057	7,156
Total Chrysler	5,996	8,621	13,012	20,756
Omni	4,535	5,194	10,136	11,048
Aspen	2,301	3,002	5,318	7,731
Sportsman		1,125		2,386
Diplomat	1,126	1,310	2,129	3,673
Monaco		235		558
Mirada/Magnum	996	873	2,652	2,177
Dodge	614	571	1,545	1,146
Total Dodge	9,572	12,313	21,780	28,719
CHRYSLER CORP.	24,427	31,515	54,355	73,561
Pinto	5,543	5,560	13,733	13,952
Mustang	8,956	7,878	20,088	19,878
Fairmont	9,387	8,512	22,580	21,607
Club Wagon		1,383		3,619
Granada	2,972	4,463	7,096	11,689
LTD II	234	1,684	583	4,180
Thunderbird	5,777	5,833	12,396	16,384
Ford	6,043	9,055	13,403	23,765
Ford Division	38,912	44,368	89,879	115,074
Bobcat	1,245	1,377	2,790	3,232
Zephyr	2,882	2,669	6,823	7,110
Monarch	1,264	1,533	2,972	4,652
Cougar		460		1,292
XR-7	2,809	4,104	5,941	10,235
Capri	2,298	2,406	5,528	5,813
Mercury	1,961	2,985	5,293	8,131
Total Mercury	12,459	15,534	29,347	40,465
Versailles	278	487	581	1,367
Lincoln	1,248	2,462	2,978	6,822
Mark VI	1,675	1,843	4,215	5,079
Total Lincoln	3,201	4,792	7,774	13,268
L-M Division	15,660	20,326	37,121	53,773
FORD MOTOR	54,572	64,694	127,000	168,807
Skyhawk	450	459	1,067	1,255
Skylark	5,933	1,629	14,903	4,326
Century	3,893	1,647	10,752	4,540
Regal	5,880	7,159	15,964	19,560
LeSabre	2,114	5,066	7,164	12,568
Electra	3,039	3,411	6,508	8,885
Riviera	1,290	2,205	3,774	5,156
Buick Division	22,599	21,576	60,132	56,290
Seville	1,635	1,634	3,892	4,185
Cadillac	5,547	8,029	14,127	18,655
Eldorado	1,994	2,185	4,618	5,706
Cadillac Division	9,176	11,848	22,637	28,546
Chevette	19,593	8,407	34,261	20,927
Monza	6,969	4,181	12,117	11,638
Citation/Nova	19,229	3,816	32,857	11,781
Sportvan		1,109		2,677
Camaro	6,602	7,115	11,081	18,857
Malibu	13,231	10,644	22,663	28,987
Monte Carlo	9,352	7,575	16,133	21,964
Chevrolet	19,176	15,461	31,707	43,392
Corvette	1,769	1,172	3,174	2,975
Chevrolet Division	95,921	59,480	163,993	163,198
Starfire	582	541	1,415	1,384
Omega	2,998	781	6,801	2,220
Cutlass	8,461	2,843	18,092	7,671
Supreme	10,022	11,314	23,590	30,483
Olds 88	5,751	8,090	14,393	20,632
Olds 98	2,915	3,500	6,962	9,191
Toronado	1,636	1,848	4,061	4,690
Oldsmobile Division	32,365	28,917	75,314	76,271
Sunbird	5,228	2,605	9,865	6,028
Phoenix/Ventura	5,634	1,311	9,753	3,079
Firebird	4,318	5,640	8,619	13,529
LeMans	3,718	3,843	8,314	8,892
Grand Prix	4,933	5,347	10,976	13,094
Pontiac	5,056	5,388	11,245	13,423
Pontiac Division	28,887	24,134	58,772	58,045
GENERAL MOTORS	189,948	145,955	380,848	382,350
VOLKSWAGEN	5,362	5,609	13,632	11,767
INDUSTRY TOTALS	280,309	250,873	587,739	644,536
IMPORT TOTAL			217,639	138,238
U. S. TOTAL			805,378	782,774

†—Estimate.

*—AMC does not have a nameplate breakout for 10-day periods.

U. S. makers build 531,584 for month

January car output declines 33 pct.

By Michele Raquepau
Staff Writer

Total U. S. auto production of 531,584 for January was down 32.82 percent from the 791,334 produced in January, 1979.

Though the industry's production was down, American Motors produced 16,688 cars this January to increase its month's production by 106.84 percent over the 8,068 it built last January.

The January breakdown for the other companies was: Chrysler Corp., 47,805, down 41.60 percent from 1979's 81,851; Ford Motor Co., 81,777, down 81.94 percent from the 237,540 last January, and General Motors, 379,305, down 16.24 percent from the 452,855 built in January, 1979.

The 141,860 cars produced last week was a decline of 2.26 percent from the previous week's 145,135 and a 24.60 percent drop from the year-ago total of 188,143.

Year-to-date production of 702,471 is off 33.82 percent from the 1,061,531 produced last year by this date.

GM produced 101,806 cars last week to bring its share of year-to-date production to 71.23 percent. Ford built 15,915 cars last week and has 14.58 percent of the year's total.

The year-to-date breakdown for the other makers is: American Motors, 4,760 estimated cars last week and 3.17 percent of the year-to-date total; Chrysler, 14,470 last week and 9.32 percent; Volkswagen, 4,809 units last week and a 1.65 percent share, and Checker, 100 for 0.05 percent.

GM's Janesville (Wis.) passenger-car line will close today (Feb. 11) for one week to balance inventories. The Willow Run, Tarrytown and Wilmington points worked six days last week.

Volkswagen of America is

working one hour of overtime Monday through Thursday this week on both shifts. No overtime is scheduled for Friday or Saturday. The Westmoreland plant has been back to full operation since a strike at its South Charleston stamping plant was resolved Jan. 24.

Chrysler's Lynch Rd. plant is scheduled to reopen Feb. 11.

Ford plants in Atlanta, St. Louis, Chicago, Lorain, Mahwah, Wayne, San Jose and Wixom were down last week.

Truck production skids for month; total off 51 pct.

U. S. truck production of 165,590 for January fell 51.34 percent from the 340,292 produced last January.

Production last week of 34,994 dropped 22.74 percent from the previous week's 45,294 and 54.70 percent from the year-ago week's 77,255.

Year-to-date production of 209,643 is down 54.72 percent from the 463,010 for the comparable 1979 period.

Chevrolet built 11,292 trucks last week and has a 36.52 percent share of the year-to-date total. Ford follows closely with 11,143 last week and 33.63 percent of the year's total.

The breakdown for the other makers is: GMC, 4,002 last week, 9.59 percent of the year's build; Dodge, 3,200 last week and 8.35 percent for the year; Mack, 620 last week, 1.59 percent for the year; Jeep, 2,620 last week, 6.15 percent for the year; Volkswagen of America, 687 last week, and 0.79 percent; AM Corp., 430 last week, 0.70 percent of the year-to-date, and White, 200 and 0.50 percent. Miscellaneous truck makers produced 800 last week and have 2.18 percent for the year.

International has not produced any trucks since Nov. 1, 1979, because of a strike.

The General Motors Detroit and Lordstown truck plants were down last week.

Chevrolet Detroit assembly was down last week and will remain closed this week because of a strike at Union City Body Co. in Indiana.

Chrysler's Jefferson, Missouri and Warren points will be closed this week, idling 4,800 hourly workers.

Canadian output up for week, but month shows dip

Canadian car and truck production totals for January dropped by over 30 percent from last year.

The 65,781 cars produced in January of this year was a decline of 31.15 percent from 1979's January total of 95,539 units.

Last week, 17,871 cars were assembled in Canada, a rise of 5.80 percent from the previous week's figure of 16,892. Last week's production was down 28.23 percent, however, from the 24,902 built in the same week of 1979.

The year-to-date figure of 87,031 is a drop of 35.46 percent from the 134,846 assembled by this date in 1979.

General Motors has 67.01 percent of year-to-date production. Ford Motor Co. claims 19.19 per-

U. S. CAR PRODUCTION

	Week Ended Feb. 9, 1980	Same Week 1979	Week Ended Feb. 2, 1980	Jan. Total	Jan. 1 to Feb. 10, 1979	Jan. 1 to Feb. 9, 1980
AMERICAN MOTORS	4,760*		3,992*	16,688	8,376*	22,246
Gremlin						
Eagle				7,238		
Concord				5,607		
78 AMX						
Pacer						
Matador						
Spirit				3,843		
CHRYSLER CORP.	14,470	24,717	16,126	47,805	108,387	65,500
Plymouth Total	6,310	9,428	7,016	21,208	37,970	28,921
Horizon	3,080	4,412	3,252	14,094	20,118	17,824
Volare	3,130	4,704	2,943	5,247	17,195	8,966
'80 Gran Fury			651	1,530		1,660
Caravelle	100	312	170	337	657	471
Chrysler Total	1,920	6,007	2,693	6,400	28,343	8,859
Chrysler		2,984	545	2,527	15,573	2,636
LeBaron	1,920	3,023	2,148	3,873	12,770	6,223
Dodge Total	6,240	9,282	6,417	20,197	42,074	27,720
Omni	2,930	3,482	2,868	12,834	15,718	16,337
St. Regis		1,084	487	1,537	7,388	1,635
Diplomat	1,020	1,650	806	1,578	6,962	2,759
Aspen	2,290	3,063	2,256	4,248	12,006	6,989
FORD MOTOR	15,915	47,386	23,500	81,777	305,250	102,392
Ford Division	10,007	28,339	16,985	60,317	193,553	73,721
Pinto	3,032	3,303		2,262	19,382	5,294
Mustang II/Mustang	4,012	7,634	4,181	14,761	45,934	19,609
Fairmont	2,963	4,262	6,399	14,652	25,051	18,895
Granada		4,053	3,838	8,627	21,811	9,395
LTD II		1,031			5,592	
Thunderbird		7,460	2,567	12,261	35,659	12,774
Ford		596		7,754	40,124	7,754
L-M Division	5,908	19,047	6,515	21,460	111,697	28,671
Mercury Total	5,908	14,537	6,389	17,669	85,125	25,055
Bobcat	968	838		174	5,474	1,142
Capri	1,492	1,878	1,399	3,935	11,726	5,707
Zephyr	877	1,721	2,127	4,931	7,862	6,234
Monarch		2,293	836	2,424	12,158	2,591
Cougar/XR7		4,582	2,027	4,854	26,753	5,259
Mercury	2,571	3,225		1,551	21,152	4,122
Lincoln Total		4,510	126	3,591	26,572	3,616
Lincoln		2,109		1,248	12,615	1,248
Versailles		660	126	469	3,629	494
Mark VI		1,741		1,874	10,328	1,874
GENERAL MOTORS	101,806	111,036	96,359	379,305	609,095	500,383
Buick Division	18,307	17,053	16,693	70,697	89,133	92,343
Skyhawk		696			2,629	
Skylark/79-'80	4,762	784	4,068	21,588		27,164
Century	3,765	1,238	3,221	12,226	6,239	16,635
Regal	4,595	5,538	4,047	15,299	31,398	20,703
Buick	3,990	7,240	3,868	15,874	40,489	20,638
Riviera	1,195	1,557	1,489	5,710	8,378	7,203
Cadillac Division	7,266	9,058	7,644	26,444	52,115	35,239
Seville	1,103	1,288	1,368	5,214	7,612	6,591
Cadillac	4,626	5,693	4,663	15,714	33,334	21,273
Eldorado	1,537	2,077	1,613	5,516	11,169	7,375
Chevrolet Division	43,586	45,992	39,750	161,540	255,739	213,076
Chevette	10,810	6,804	8,955	39,479	37,517	52,080
Monza	3,055	3,300	2,845	13,100	18,979	16,724
Camaro	3,270	5,527	2,688	11,290	36,712	15,097
Nova/Citation	9,631	1,495	8,630	41,415	2,969	52,772
Malibu	5,855	8,379	5,801	19,128	49,949	26,143
Monte Carlo	3,845	6,749	3,679	11,773	39,184	16,354
Chevrolet	6,120	12,761	6,194	20,809	64,739	28,168
Corvette	1,000	977	958	4,546	5,690	5,738
Oldsmobile Division	17,217	23,348	17,196	68,586	121,595	89,242
Starfire		400			2,519	
Omega/79-'80	3,012	428	2,535	10,206		13,725
Cutlass	6,670	10,475	6,907	30,617	55,561	38,668
Oldsmobile	6,450	10,482	6,715	23,209	55,135	31,002
Toronado	1,085	1,563	1,039	4,554	8,380	5,847
Pontiac Division	15,430	15,585	15,076	52,038	90,513	70,483
Acadian	450	378	447	1,313	2,050	1,852
Sunbird	3,345	2,213	3,411	13,862	11,432	17,889
Phoenix/79-'80	2,715		2,611	11,616		14,853
Firebird	2,490	4,181	2,081	8,400	27,392	11,306
LeMans	1,635	2,216	1,563	4,246	13,264	6,194
Grand Prix	2,075	2,239	2,158	5,579	12,161	8,086
Pontiac	2,720	4,358	2,805	7,022	24,214	10,303
VOLKSWAGEN	4,809	2,518	5,084	5,780	13,823	11,606
CHECKER	100*	88	74	229	585	344
Total Cars, U. S.	141,860	188,143	145,135	531,584	1,061,531	702,471

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 9, 1980	Same Week 1979	Week Ended Feb. 2, 1980	Jan. Total	Jan. 1 to Feb. 10, 1979	Jan. 1 to Feb. 9, 1980
CHEVROLET	11,292	23,745	14,928	62,292	139,911	76,570
DODGE/PLYMOUTH	3,200	11,774	4,502	13,406	69,609	17,507
FORD	11,143	24,667	16,813	56,000	158,302	70,506
GMC	4,002	7,761	3,726	15,362	44,850	20,109
INTERNATIONAL		3,051			16,845	
MACK	620	788	711	2,587	4,369	3,349
WHITE	200	319	197	813	1,946	1,053
JEOP	2,620*	3,800*	2,524*	9,752	19,540	12,876
AM CORP.	430*	450*	446*	935	2,238	1,454
VOLKSWAGEN	687		647	843		1,659
MISCELLANEOUS	800	900	800	3,600	5,400	4,560
Total Trucks, U. S.	34,994	77,255	45,294	165,590	463,010	209,643

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 9, 1980	Same Week 1979	Week Ended Feb. 2, 1980	Jan. Total	Jan. 1 to Feb. 10, 1979	Jan. 1 to Feb. 9, 1980
CHRYSLER CORP.	1,600	2,180	1,568	1,262	11,729	3,175
FORD MOTOR	4,482	5,464	3,661	15,245	30,205	20,459
GENERAL MOTORS	6,154	6,295	5,746	24,094	37,229	31,397
AMERICAN MOTORS		1,440*		2,756	7,581	2,756
INTERNATIONAL	290	454	118	631	2,480	945
MACK	60	76	61	262	455	334
WHITE	65	89	63	252	502	330
Total Trucks, Canada	12,651	15,998	11,217	44,502	90,181	59,396
N. American Trucks	47,645	90,855	56,511	210,092	537,176	1,058,541

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

*—Revised †—Now includes van production.

CANADIAN CAR PRODUCTION

	Week Ended Feb. 9, 1980	Same Week 1979	Week Ended Feb. 2, 1980	Jan. Total	Jan. 1 to Feb. 10, 1979	Jan. 1 to Feb. 9, 1980
CHRYSLER CORP.		4,392	3,233	10,108	25,470	10,755
FORD MOTOR	6,520	8,220	5,039	9,171	34,792	16,699
GENERAL MOTORS	11,126	12,110	8,395	45,512	73,540	58,317
VOLVO	225	180	225	990	1,044	1,260
Total Cars, Canada	17,871	24,902	16,892	65,781	134,846	87,031
N. American Cars	159,731	213,045	162,027	597,365	1,196,377	789,502
N. American Trucks	47,645	90,855	56,511	210,092	537,176	269,039
North American Cars and Trucks	207,376	303,900	218,538	807,457	1,733,553	1,058,541

†—All Acadians are built for sale in Canada.

*—Estimated.

cent of 1980 production; Chrysler Corp., 12.35 percent, and Volvo, 1.45 percent.

Weekly truck production was also up while year-to-date figures have dropped.

Canadian plants produced 44,502 units this January, down 34.45 percent from 1979's 67,891.

Last week 12,651 trucks were built, up 12.78 percent compared with the previous week's 11,217 but down 20.92 percent from the

15,998 built in the same week one year ago.

The year-to-date figure of 59,396 is down 34.14 percent from the 90,181 built by this date last year.

GM has 52.86 percent of the year-to-date truck production, with Ford following at 34.44 percent.

Chrysler is closing its Windsor assembly plant today (Feb. 11) for three weeks.